

**AMENDMENT NO. 1 TO THE
AGREEMENT FOR SERVICES**

San Luis Obispo County (hereinafter "County"), and Multi Marketing Corp., a California corporation dba Archer & Hound Advertising (hereinafter "Marketing Agency") hereby amend the Agreement for Services dated May 14, 2013 (hereinafter "Agreement"), as follows:

RECITALS

WHEREAS, on May 14, 2013, the County Board of Supervisors entered into the Agreement wherein Marketing Agency agreed to perform specialized marketing services for the Cambria Local Area of the San Luis Obispo Business Improvement District ("CBID"); and

WHEREAS, Marketing Agency has satisfactorily performed said services pursuant to the Agreement; and

WHEREAS, on June 9, 2015, the Cambria Local Area Advisory Board approved recommending that Agreement with Marketing Agency be extended an additional twenty-four (24) months (July 1, 2015 to June 30, 2017) so that Marketing Agency shall continue to provide, among other things, media relations, media communication tools, branding, events and activities services; and

WHEREAS, on June 24, 2015, the CBID approved recommending to the Board of Supervisors the use of Cambria local area funds for this purpose.

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties hereto agree as follows:

AGREEMENT

A. Paragraph 1 of the Agreement is hereby amended as follows:

"Marketing Agency" is defined as Multi Marketing Corp., a California Corporation, dba Archer & Hound Advertising (hereinafter "Marketing Agency").

B. Section 1.1, Multi Marketing Corp Specified Services, is hereby amended as follows:

Exhibit A referred to in Section 1.1 is hereby supplemented by new Exhibit A-1, Scope of Work for renewed term of July 1, 2015 to June 30, 2017, attached hereto. All other provisions of this Section 1.1 shall remain unchanged.

C. Section 2, **Payment**, is hereby amended as follows:

The second sentence is hereby deleted in its entirety and replaced with the following:

"Total cost of services outlined in Exhibit A shall not exceed \$465,705 for FY 2015-16."

All other provisions of this Section 2 shall remain unchanged.

D. Section 3, **Term of Agreement**, is hereby amended as follows:

The first sentence is hereby deleted in its entirety and replaced with the following:

"The initial term of this Agreement shall be for two (2) years beginning April 1, 2013 through March 31, 2015, and the renewed term shall be for an additional two (2) years beginning July 1, 2015 through June 30, 2017, except in the event that the funding of the CBID through assessments upon the lodging businesses within its boundaries is not renewed for FY 2016-17."

All other provisions of this Section 3 shall remain unchanged.

E. All provisions of the Agreement not affected by this Amendment No. 1 shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment No. 1 to the Agreement as set forth below

MULTI MARKETING CORP., a
California corporation dba
Archer & Hound Advertising

COUNTY OF SAN LUIS OBISPO

By: [Signature]

By: _____

Title: Owner

AUTHORIZED BY BOARD ACTION

Date: 7/17/15

By: [Signature]

_____, 2015

Title: Owner

Date: 7/17/15

ATTEST

By: _____
Clerk of the Board of Supervisors

DATED: _____

APPROVED AS TO FORM AND LEGAL EFFECT:

RITA L. NEAL
County Counsel

By: [Signature]
Chief Deputy County Counsel

DATED: 7/31/15



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Exhibit A-1

Letter of Engagement

Client: Cambria Tourism Board

Project: 2015-2016 Letter of Engagement and Scope of Work

Date: June 18, 2015

We are grateful for the opportunity to continue our working relationship with the Cambria Tourism Board. Hereby Archer & Hound Advertising accepts this Letter of Engagement with the San Luis Obispo County Business Improvement District (CBID) to work directly with the Cambria Tourism Board (CTB) for 24-months, beginning July 1, 2015 through June 30, 2017.

The scope of work below outlines the strategic marketing plan for the 2015-2016 fiscal year. The 2016-2017 plan will be developed and client approval will be obtained before implementation.

Set Objectives for 2015-2016 Fiscal Year

Based on direction given by the Cambria Tourism Board, the marketing objectives for 2015-2016 include:

- Increase heads-in-beds
- Increase length of stay
- Increase mid-week stays
- Geographic target: Central Valley, San Jose/East Bay and Upper Los Angeles
- Focus areas: Ambassador Program, wine and beer, cycling (Cycle Central Coast), co-op/partnership opportunities and third party endorsements (travel writers, bloggers, etc.)

Throughout the 24-month agreement, Archer & Hound Advertising will perform various marketing services to achieve the set objectives. These services include:

- Account management, supervision and meetings
- Marketing plan development and implementation
- Research, media monitoring and reporting
- Media planning and advertising
- Creative conceiving, copywriting, design and implementation/production
- Public relations planning, development, outreach, FAM management and reporting
- Social media strategy development, management, monitoring, promotions and analysis
- Ambassador vetting, implantation, management and analysis
- Subscriber e-communication and updates
- Stakeholder strategy, communication and implementation
- Website and Travel App optimization and maintenance



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Throughout the 2015-2016 fiscal year agreement, the CTB marketing plan fees and inclusions are:

Description	Monthly	Annual Total
Account Management	\$3,000	\$36,000
Social Media Management	\$3,250	\$39,000
Asset Gathering	2x/year	\$4,000
SEM	varies	\$39,000
SEM Campaign Development	one-time	\$3,800
Social Advertising	varies	\$22,000
Social Promotions/Contests	2x/year	\$6,000
Blog Writing and Posting	\$760	\$9,120
Website and App Maintenance	10-months	\$11,400
Public Relations	\$2,375	\$28,500
FAM and Journalist Hosting	varies	\$10,140
Media Monitoring and Monthly Reports	\$600	\$7,200
Media Reception	one-time	\$2,500
Ambassador Program	2x/year	\$5,000
Ambassador Promotions/Contests	2x/year	\$5,000
Subscriber E-communications	\$455	\$5,460
Co-op and Partnership Opportunities	\$1,500	\$18,000
Shoulder Season Marketing	Nov-Feb/Mar	\$56,000
Travel App Set-up/Annual Fee	one-time	\$12,700
Travel App Launch/Collateral	one-time	\$2,060
Website Updates (one-time)	one-time	\$4,275
ABC 30 Live Cam Sponsorship	\$2,000	\$24,000
Jackrabbit (remainder of contract)	July-Oct	\$6,000
		Total: \$356,905

Throughout the 2015-2016 fiscal year agreement, the Cycle Central Coast marketing plan fees and inclusions are:

Description	Monthly	Annual Total
Social Media Management	\$2,500	\$30,000
Search Engine Marketing (SEM)	10-months	\$12,500
SEM Campaign Development	one-time	\$2,850
Social Advertising	\$1,000	\$12,000
Blog Writing and Posting	\$570	\$6,840
Website Maintenance	\$380	\$4,560
Public Relations	\$760	\$9,120
FAM and Journalist Hosting	varies	\$3,380
Media Monitoring and Monthly Reports	\$500	\$6,000

Continued



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Description	Monthly	Annual Total
Ambassador Program	2x/year	\$5,000
Subscriber E-communications	\$455	\$5,460
Partnership Opportunities	\$1,000	\$12,000
		Total: \$108,800

Media Expenses

Advertising/media will be marked up at 15%. Estimates for creative production including print and video, photography, printing, etc. will be approved by client prior to implementation. All hourly projects will be quoted at the extended contract rate of \$95/hour (discounted from our traditional agency rate of \$110/hour), through the 2015-2016 fiscal year.

Terms

Payment is due no later than fifteen (15) days after receipt. Invoices will reference each item within the scope of work.

Client Approval

Signature

Date

Thank you.

AREA Cambria
FUNDING AMT \$465,705
DATE 6/24/15
APPROVAL [Signature]
APPROVAL [Signature]